

Thinking Creatively: Discovering New Ideas

Audience: Managers and employees who want to improve their creative thinking skills

Total Learning Time: 2-4 hours

INSTRUCTIONAL CONTENT

SIMULATION CONTENT

Module 1: Background Information

Simulation Overview

Learning Objectives:

- Understand the nature of creativity
- Identify what types of creative individuals exist
- Describe how much an individual's use of creativity changes
- Understand that creative thinking is both a mental and physical activity

Each of the simulations allows you to practice the skills learned in the instructional content. You will enter realistic scenarios in which you will interact with a variety of individuals. By using the knowledge you have gained, you control the outcome of each simulation.

Module 2: Analyzing Your Creativity

Module 2 Simulation

Learning Objectives:

- Recognize the personal characteristics that promote and inhibit creativity
- Identify which personal experiences enhance creativity
- Incorporate organizational factors that enhance creativity
- Avoid job conditions that stifle creativity

In this simulation, you will meet with your mentor who will provide you with an overview of creative thinking. They will also help you identify how often you use creative thinking.

Module 3: Generating Creative Ideas

Module 3 Simulation

Learning Objectives:

- Maximize your creativity by focusing your attention
- Develop your creative potential by allowing incubation time
- Identify creative ideas as they occur
- Analyze creative ideas to gauge their potential value
- Employ strategies to persuade others to support ideas

In this simulation, you are meeting with your Marketing Manager. You want to discuss ideas to improve your department's ability in order to provide quality customer service.

Module 4: Fostering Creativity in the Workplace

Module 4 Simulation

Learning Objectives:

- Identify the influence of company communications on creative thinking
- Analyze the effect of organizational culture on creativity
- Develop new ways to foster a climate of creativity within a company
- Incorporate creative thinking strategies in different management functions

In this simulation, you are meeting with three marketing team members to identify different ways you can improve your department's performance. Recently, your department has been having trouble maintaining its market share.